



FEMINIST MAJORITY FOUNDATION

CHOICES CAMPUS LEADERSHIP PROGRAM

WORLD'S LARGEST PRO-CHOICE STUDENT NETWORK

FEMINIST PRIDE DAY

WWW.FEMINISTCAMPUS.ORG

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HISTORY

Originally called Feminist Coming Out Day, the campaign started at Harvard University when a queer student group and a feminist club teamed up to raise awareness about gender liberation. The resulting campaign brought together not only the two organizations, but the entire campus community. The popularity of the campaign spread to other campuses as more and more students identified with the ideas behind it. In March 2011, we took the campaign national.

WHAT DOES A FEMINIST LOOK LIKE?

Our project arose out of a frustration with the limited portrayal of the movement. We wanted to give this movement your voice and face, so we brought together feminists from all walks of life to talk online and on campuses about questions such as: Why is gender equality important? When was your feminist awakening? What are the issues that matter most to you? How do you define feminism? Why is identifying as feminist stigmatized in many communities and what can we do to change that? Celebrate and organize for gender equality and liberation by declaring your commitment on Feminist Pride Day, February 22, 2012. Of course, you can implement the campaign any day of the year that suits your group!

GETTING STARTED

1. SET SOME GOALS FOR YOUR CAMPAIGN

Decide what your goals are in the beginning, and keep them in mind as you plan your event. Are you trying to recruit new students? Bring awareness to a particular cause or issue within feminism? Represent those identities not usually found in mainstream feminism? Will your involvement be online, offline, or both?



2. FORGE ALLIANCES

Collaborate with another student group that shares an interest in feminism. Abolishing gender norms is just one part of the greater movement for social justice. How does your club's mission intersect with or complement the goals of another group? At Harvard, Feminist Coming Out Day was conceived by the group Queer Students & Allies, which then teamed up with the undergraduate feminist club, Radcliffe Union of Students.

3. GENERATE BUZZ

Drawing attention to not only your event, but the day and its intent, is central to Feminist Pride Day. Buy or make t-shirts saying "This Is What a Feminist Looks Like" to wear leading up to or on the day. Make fliers, facebook events, tweet about it, do everything you can to draw attention to the day. Contribute submissions to our online Feminist Portrait Project and share announcements our webpage of your campus event to get a school-specific page started.

For more information about the Feminist Majority Foundation Campus Program's
Feminist Pride Day, please visit

WWW.FEMINISTCAMPUS.ORG/FEMINISTPRIDE

Produced by the **Feminist Majority Foundation's Campus Program** | www.FEMINISTCAMPUS.org

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FEMINIST PRIDE DAY EVENTS

Any level of involvement or type of event you want to do is up to you! Below are some of the ways groups can get involved.

PORTRAIT PROJECT

The following model was originally used by the organizers at Harvard, and successfully used at dozens of campuses across the country during the 2011 Feminist Coming Out Day.

- 1. CREATE A VISUAL REPRESENTATION OF YOUR COMMUNITY'S STAKE IN FEMINISM.** Gender affects people of different identities and backgrounds in different ways. The organizers at Harvard interviewed and photographed peers, professors, administrators, student leaders, and community members to show the diversity of interests among allies. Organizers across the country used this method in 2011 by taking it to the streets -- take photos yourself, plan a public photo shoot, or collect submissions via email.
- 2. GATHER STRENGTH IN NUMBERS.** Take pride in your "This Is What A Feminist Looks Like" t-shirts and buttons! Select days leading up to and including Feminist Pride Day to sport them to classes, to the dining hall, and meetings.
- 3. GET THE COMMUNITY ENGAGED.** The resulting exhibition of portraits, accompanied by text, was debuted that night to the campus at large in an opening ceremony with food and drinks. At the event, organizers made Polaroid cameras and post-its available to guests, so that they could add their own "portraits" to the interactive exhibit.
- 4. WELCOME NEW ALLIES.** In addition to strengthening existing relationships with like-minded groups through collaboration, Feminist Pride Day is the perfect opportunity to start new conversations by introducing the topic of gender equality into our daily lives.

ADDITIONAL EVENT IDEAS

- 1. PANEL** Consider an intergenerational discussion pairing students with faculty or a panel with activists talking about how feminism has evolved and what work remains to be done.
- 2. POETRY SLAM OR COFFEEHOUSE** Add voice to the visuals, while integrating an artistic and creative outlet for people to express their perspectives on gender and justice.
- 3. CONCERT OR PERFORMANCE** Take advantage of opportunities for collaboration! Invite student performance groups or schedule an open-mic to play at your exhibition, coffeehouse, or panel.
- 4. POST-SECRET** Invite students to a Post-Secret workshop and let them submit their own masterpieces to an exhibition of "Post Secrets" (postcard-style confessions) about the impact of gender norms on everyday life. (One example is the "Wall of Truth" set up by students at the University of Texas at Austin.)
- 5. SCREENING** Host a TV marathon or film screening of the most gender-defying protagonists in pop culture. Suggested titles: "I Was A Teenage Feminist," "But I'm A Cheerleader," "If These Walls Could Talk," "Itty Bitty Titty Committee," "Buffy The Vampire Slayer," "Veronica Mars"

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PUBLICITY

While each campus can design their own publicity materials to promote their school-specific event, we also offer ready-made posters, as well as images for online promotion. We suggest that each school use the following:

1. A "This Is What A Feminist Looks Like" sticker design, which doubles as a logo that you can put up with online announcements
2. Create a "It's coming ..." teaser poster and table on campus for the weeks leading up to the event. We suggest starting about five weeks out to get a buzz on campus and increase turnout to your Feminist Pride Day events.
3. An official Feminist Pride Day poster for use on campus leading up to and on the day of the event
4. A customizable Feminist Pride Day poster for photo submissions to our website which can also be used on Facebook to promote the event. Ask each member of your group to change their profile picture to this image and to include a link with the downloadable template.
5. Reach out to your local community and media and widening the discussion beyond your campus. Make your exhibition open to the public. Get your event listed in the city paper. Some of our participating groups even got interviewed and had their events covered by the press!

SOCIAL MEDIA

Does your organization have a social media presence? Online networks are a great way to get the word out and connect with those beyond your membership. The national campaign will be promoting campus events, giving away t-shirts, and profiling student groups using our Twitter and Facebook. A lot of students find it helpful to check out what other clubs are doing. Stay tuned to feministcampus.org/feministpride to stay connected with the National Feminist Pride Day networks!

KEEP UP THE MOMENTUM

The conversation doesn't end with your event. What are some ways you can follow up with the attendees? Keep track of who is involved so you can add them to your listserv or contact them for future meetings and events. Don't forget to send in photos of your campus event and show your members the online archive of your efforts, along with the efforts of other participants around the globe.